effective protection for consumers engaged in global electronic commerce?

15. To what extent do private actions provide effective protection for consumers engaged in electronic commerce with foreign businesses?

16. To what extent do existing laws, conventions, treaties, or practices with respect to the sharing of information among law enforcement agencies in different countries provide effective protection for consumers engaged in global electronic commerce? To what extent do they need to be modified?

17. To what extent do existing laws, conventions, treaties, or practices with respect to the coordination of law enforcement activities between different countries provide effective protection for consumers engaged in global electronic commerce? To what extent do they need to be modified?

18. To what extent is there a need for international dispute resolution procedures or tribunals for law enforcement agencies seeking to protect consumers engaged in electronic commerce with foreign businesses?

Consumer and Business Education

19. What steps have been, and should be, taken to educate consumers about the global electronic marketplace?

20. What steps have been, and should be, taken to educate business about consumer protection in the global electronic marketplace?

Industry Members

21. How does the provision of effective protection for consumers in the global electronic marketplace benefit industry members?

22. How does the provision of effective protection for consumers in the global electronic marketplace present challenges to industry members?

23. To what extent do/will the benefits and challenges industry members experience with respect to consumer protection in the global electronic marketplace differ from those experienced in the traditional marketplace?

24. To what extent do/will industry-led self-regulatory programs provide effective protection for consumers in the global electronic marketplace?

Development of the Global Electronic Marketplace

25. How much and how quickly will electronic commerce grow over the next five years?

a. What developments will spur its growth?

b. What developments will hinder its growth?

26. How will electronic commerce change over the next five years?

a. What will be the demographics of consumers and businesses engaged in electronic commerce?

b. What types of products and services will be sold electronically?

27. To what extent do/will new marketing techniques made possible by technological developments affect consumer protection?

28. To what extent do/will technological developments enable consumers to protect themselves?

Workshop

29. What should be the primary focus and scope of the Commission's initial public workshop on ''U.S. Perspectives on Consumer Protection in the Global Electronic Marketplace?''

30. Which interests should be represented at the Commission's initial public workshop on ''U.S. Perspectives on Consumer Protection in the Global Electronic Marketplace?''

Authority: 15 U.S.C. 41 *et seq.*

By direction of the Commission.

Donald S. Clark,

Secretary.

[FR Doc. 98–33281 Filed 12–15–98; 8:45 am]

BILLING CODE 6750–01–P

FEDERAL TRADE COMMISSION

[File No. 9623147]

American College for Advancement in Medicine; Analysis to Aid Public Comment

AGENCY: Federal Trade Commission.

ACTION: Proposed Consent Agreement.

SUMMARY: The consent agreement in this matter settles alleged violations of federal law prohibiting unfair or deceptive acts or practices or unfair methods of competition. The attached Analysis to Aid Public Comment describes both the allegations in the draft complaint that accompanies the consent agreement and the terms of the consent order—embodied in the consent agreement—that would settle these allegations.

DATES: Comments must be received on or before February 16, 1999.

ADDRESSES: Comments should be directed to: FTC/Office of the Secretary, Room 159, 600 Pa. Ave., NW., Washington, DC 20580.

FOR FURTHER INFORMATION CONTACT: Dean Graybill, FTC/H–200, Washington, D.C. 20580. (202) 326–3284 or Richard Cleland, FTC/H–200, Washington, D.C. 20580. (202) 326–3088.

SUPPLEMENTARY INFORMATION: Pursuant to Section 6(f) of the Federal Trade Commission Act, 38 Stat. 721, 15 U.S.C. 46 and Section 2.34 of the Commission's Rules of Practice (16 CFR 2.34), notice is hereby given that the above-captioned consent agreement containing a consent order to cease and desist, having been filed with and accepted, subject to final approval, by the Commission, has been placed on the public record for a period of sixty (60) days. The following Analysis to Aid Public Comment describes the terms of the consent agreement, and the allegations in the complaint. An electronic copy of the full text of the consent agreement package can be obtained from the FTC Home Page (for December 8, 1998), on the World Wide Web, at ''http://www.ftc.gov/os/actions97.htm.'' A paper copy can be obtained from the FTC Public Reference Room, Room H–130, 600 Pennsylvania Avenue, NW., Washington, D.C. 20580, either in person or by calling (202) 326–3627. Public comment is invited. Such comments or views will be considered by the Commission and will be available for inspection and copying at its principal office in accordance with Section 4.9(b)(6)(ii) of the Commission's Rules of Practice (16 CFR 4.9(b)(6)(ii).

Analysis of Proposed Consent Order To Aid Public Comment

The Federal Trade Commission has accepted an agreement to a proposed consent order from the American College for Advancement in Medicine (''ACAM'' or the ''proposed respondent''). ACAM is an incorporated non-profit professional association comprised principally of physicians. The Commission has alleged that ACAM promotes EDTA chelation therapy to the public as an effective treatment for atherosclerosis, *i.e.*, blocked arteries. Chelation therapy consists of the intravenous injection into the body of a chemical substance (ethylene diamine tetraacetic acid, (''EDTA'')), which, after bonding with metals and minerals in the bloodstream, is expelled through the body's excretory functions. ACAM promotes this service to consumers through print materials and a Web site.

The proposed consent order has been placed on the public record for sixty (60) days for reception of comments by interested persons. Comments received during this period will become part of the public record. After sixty (60) days, the Commission will again review the agreement and will decide whether it should withdraw from the agreement or make final the agreement's proposed order.

The Commission has alleged that proposed respondent has made false and unsubstantiated claims in its

advertising materials that are likely to mislead consumers concerning (1) the effectiveness of EDTA chelation therapy to treat atherosclerosis; and (2) the existence of scientific proof of the effectiveness of EDTA chelation therapy.

The proposed consent order addresses the alleged misrepresentations cited in the accompanying complaint by prohibiting proposed respondent from representing in any future advertising for chelation therapy that EDTA chelation therapy is effective to treat atherosclerosis unless the representation is supported by competent and reliable scientific evidence (Part I.A). In addition, the proposed order requires that proposed respondent have competent and reliable scientific evidence to support any claims about the effectiveness or comparative effectiveness of chelation therapy for any disease of the human circulatory system (Part I.B).

The proposed consent order also prohibits proposed respondent from misrepresenting in any future advertising for chelation therapy, the existence, contents, validity, results, conclusions or interpretations of any test, study, or research (Part II). Part III of the order allows proposed respondent to make representations permitted in labeling by the U.S. Food and Drug Administration.

The proposed consent order also requires that ACAM send a letter to its membership notifying them of the existence of the FTC order and advising them that any member who makes unsubstantiated advertising claims for chelation therapy could be subject to an enforcement action (Part IV). Other provisions in the consent order are customary record keeping, reporting and notification requirements as well as a ''sunsetting'' clause prescribing that the order automatically expires 20 years from either the date that the order becomes effective or the date of the last enforcement action.

The complaint and consent agreement in this matter address issues raised by certain statements that respondent made in its promotional brochures and other materials that were distributed to the public. The Commission's action should not be construed to regulate how doctors use or prescribe drugs in the course of treating their patients or other choice of therapy issues.

The purpose of this analysis is to facilitate public comment on the proposed order, and is not intended to constitute an official interpretation of the agreement and proposed order or to modify in any way their terms.

By direction of the Commission.

Donald S. Clark,

Secretary.

[FR Doc. 98–33282 Filed 12–15–98; 8:45 am]

BILLING CODE 6750–01–M

FEDERAL TRADE COMMISSION

[File No. 9623270]

Max F. James; Analysis to Aid Public Comment

AGENCY: Federal Trade Commission.

ACTION: Proposed Consent Agreement.

SUMMARY: The consent agreement in this matter settles alleged violations of federal law prohibiting unfair or deceptive acts or practices or unfair methods of competition. The attached Analysis to Aid Public comment describes both the allegations in the draft complaint that accompanies the consent agreement and the terms of the consent order—embodied in the consent agrement—that would settle these allegations.

DATES: Comments must be received on or before February 16, 1999.

ADDRESSES: Comments should be directed to: FTC/Office of the Secretary, Room 159, 600 PA Ave., N.W., Washington, D.C. 20580.

FOR FURTHER INFORMATION CONTACT: Matthew Gold or Sylvia Kundig, San Francisco Regional Office, Federal Trade Commission, 901 Market Street, Suite 570, San Francisco, California 94103, (415) 356–5270.

SUPPLEMENTARY INFORMATION: Pursuant to Section 6(f) of the Federal Trade Commission Act, 38 Stat. 721, 15 U.S.C. 46 and Section 2.34 of the Commission's Rules of Practice (16 CFR 2.34), notice is hereby given that the above-captioned consent agreement containing a consent order to cease and desist, having been filed with and accepted, subject to final approval, by the Commission, has been placed on the public record for a period of sixty (60) days. The following Analysis to Aid Public comment describes the terms of the consent agreement, and the allegations in the complaint. An electronic copy of the full text of the consent agreement package can be obtained from the FTC Home Page (for December 8, 1998), on the World Wide Web, at ''http://www.ftc.gov/os/actions97.htm.'' A paper copy can be obtained from the FTC Public Reference Room, Room H–130, 600 Pennsylvania Avenue, N.W., Washington, D.C. 20580, either in person or by calling (202) 326–3627. Public comment is invited. Such comments or views will be considered by the Commission and will be available for inspection and copying at its principal office in accordance with Section 4.9(b)(6)(ii) of the Commission's Rules of Practice (16 CFR 4.9(b)(6)(ii).

Analysis of Proposed Consent Order to Aid Public Comment

The Federal Trade Commission has accepted an agreement, subject to final approval, to a proposed consent order from Max F. James (hereinafter ''James'' or ''respondent''). James is a distributor of nutritional supplements for New Vision International, Inc., a multi-level marketing company. In a separate action, the Commission has also accepted a similar agreement involving New Vision International, Inc., an affiliated company, and two individuals.

The proposed consent order has been placed on the public record for sixty (60) days for the reception of comments by interested persons. Comments received during this period will become part of the public record. After sixty (60) days, the Commission will again review the agreement and any comments received and will decide whether it should withdraw from the agreement and take other appropriate action or make final the agreement's proposed order.

This matter has focused on James' participation in the creation and dissemination of advertisements for a regimen of nutritional supplements that he has called ''God's Recipe.'' The advertisements claimed that God's Recipe could mitigate or cure the effects of Attention Deficit Disorder or Attention Deficit Hyperactivity Disorder.

The proposed complaint alleges that James could not substantiate the following claims: (1) That God's Recipe can cure, prevent, treat or mitigate Attention Deficit Disorder or its symptoms; (2) that God's Recipe can cure, prevent, treat or mitigate Attention Deficit Hyperactivity Disorder or its symptoms; (3) that God's Recipe is an effective alternative treatment to the prescription drug Ritalin for Attention Deficit Disorder and Attention Deficit Hyperactivity Disorder; and (4) that testimonials from consumers appearing in the advertisements for God's Recipe reflect the typical or ordinary experience of members of the public whose children have used the product.

Part I of the proposed consent order prohibits James, when advertising God's Recipe or any other food, drug or dietary supplements, from making claims (1) through (3), above, unless the claim is substantiated at the time it is made. Part II of the proposed order addresses